



CALPEEK

CALIFORNIA POLITICAL WEEK

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ELECTION PREVIEW

Editor's note: In this pre-election issue, we'll wrap up the Presidential contest; provide some trends to look for on Nov. 5th; give a final update & some predictions on the hot ballot measures; summarize the hot U.S. House & Calif. Legislative races; and give a final wrap up on a few local contests...

POLITICAL TRENDS & ANALYSIS

- **Voter Turnout** - Lots of speculation and concern about the Nov. 5th turnout. CRP Chair John Herrington is worried that early tv exit poll projections will hurt GOP turnout in the Calif. - if as anticipated, Pres. Bill Clinton is winning big in the East. Historically, there has never been a presidential election in Calif. in the 20th Century where the turnout was under 70%. In '92 the turnout was 75.3% and in '88 it was 72.8%. Yet some GOP consultants think it's possible the turnout may dip under 70%. Demos don't think so. CA Sec. of State Bill Jones predicts a **71%** turnout. The best one-liner on the subject comes from CDP political consultant Bob Mulholland: "Demos will show up on the 5th. Republicans will need a 5th to get through the night." He does have a gift with these one-liners...

- **Voter Registration** - Total registration in Calif. is at an all-time high: 15,661,906. Are there really that many registered voters? NO. **Calpeek** sources estimate that 2.5 million of this number are deadwood. Overall registration Statewide: Demos 47.2%; GOP 36.4%; decline to state 11.4%. This is the lowest number for the GOP since 1984-85. What's it mean? While Calif.'s population continues to grow & diversify, the Calif. Republican Party could be in long term decline unless they expand their voter base...

- **Ticket Splitting** - Calif. voters are not party loyal-

ists. But perhaps '96 will be different. A recent L.A. Times polls showed 75% of all Californians who vote will cast a straight party line ballot. This somewhat ties in with what both GOP and Demo sources have been telling **Calpeek**: the Demo base is holding firm. This is not good news for down-ballot GOPers...

PRESIDENTIAL POLITICS

...The latest L.A. Times national survey shows Pres. Bill Clinton(D) leading former Sen. Bob Dole(R) by a margin of 51% to 34%, with Reform Party candidate Ross Perot at 12%. 3% are undecided. FYI: In Orange Co., with its monster GOP voter base, an L.A. Times polls (Oct. 19-21) showed Dole leading Clinton among likely voters by a margin of only 44% to 40%. That's not good news for Dole and it was compounded by the new Field Poll(Oct. 25-28): Clinton 52%, Dole 34%, Perot 6%, Ralph Nader 3% and the rest undecided. **Calpeek's** estimate: Clinton leads by 12-15 pts...

...**Calpeek's Electoral College Scoreboard** (see P. 4) shows the following: Clinton: 341 solid + 50 leaning = 391; Dole: 105 solid + 17 leaning = 122. Three(3) states w/25 EC votes are toss ups. It takes 270 EC votes to win...

...Back to Calif. On Oct. 29th, Dole finished an extensive 4-day campaign trip to Calif. VP Jack Kemp remains here, but the extra time in Calif. by Dole was a waste of time in the opinion of **Calpeek** sources. The crowds were small, but responded enthusiastically to Dole's bashing of Clinton on the S-E-C stuff (sleaze, ethics & character). Dole also used 187/209 to energize the conservative base. Does the 187/209 stuff sell? With a solid economy in Calif., the fear factor is gone, thus this stuff doesn't work. FYI: Sources say Pres. Clinton may return to Calif. on Nov. 4th for a final campaign rally in West L.A...

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STATEWIDE INITIATIVE WARS

☒ **207 & 211** - Turn on your tv at any time of the day and the odds are good you'll spot a YES or NO ad after 2 minutes of channel surfing. Combined spending total may set a record. The latest L.A. Times survey shows 211 losing by a margin of 52% to 24%, with 24% undecided. The new Field Poll shows almost the same thing. With 211 going down, opponents have added 207(Attorneys' Fees) to the advertising hit mix on radio & tv. The last time we saw any numbers(Field Poll) on 207, it was ahead by a margin of 57% Yes to 25% No --- but this was in mid-September and the awareness level was very low. **Prediction:** toss-up on 207, but 211 will be rejected...

☒ **209** - Latest LAT survey has 209 leading with 54% (likely voters). In the new Field Poll released Oct. 30th, the margin is much closer: 46% Yes vs. 41% No, with 13% undecided. But the bigger story is the CRP's and RNC's clumsy effort to hijack 209 and use it as a wedge issue to push Clinton Demos to Dole. 35% of Demo voters don't think affirmative action can be fixed and support 209, but they aren't going to jump from Clinton to Dole. 209's ex-consultant, Arnie Steinberg, wanted to keep partisan politics away from 209, knowing that if the GOP tried to use it as a wedge issue this late in the game it could backfire and might cause the 209 Demo base to go AWOL. Why the potential for a shift by 209 Demos? They are POed with the CRP's effort to screw Clinton with 209. **Prediction:** 209 is trending downward because of the GOP's hijacking, which energized the NO side. If 209 passes, it will be very close. Lots of tv ads have raised 209's profile...

☒ **213** - This is Insurance Comm. Chuck Quackenbush's initiative aimed at uninsured motorists. A David Binder survey of 750 likely voters (Oct. 27-28) shows Yes on 213 leading by a margin of 63% to 16%...

☒ **215** - The latest LAT survey shows the medical use of marijuana initiative to be in good shape heading into the last few days of the campaign. 58% of likely voters are Yes, while 32% are No. The new Field Poll has almost the same data...

☒ **208 & 212** - These two campaign reform measures continue to beat up on one another in new tv spots. Prop. 212 (CALPIRG) has tons of money. Not

only do they have tv(\$2 million), but a solid ground operation as well. Prop. 208 (Common Cause, LWV) has a modest tv budget (\$300,000), but they've won the newspaper editorial war. Opponents of both have next to nothing --- perhaps \$250,000 for some tv and radio. But they do have support from some of the bigger slate cards. No polling data available. **Prediction:** both 208/212 have a fair-to-good shot at passing, based mainly upon their ballot title & summary, but will face legal challenges after the election...

☒ **214 & 216** - The new Field Poll shows both measures losing: 46% vs. 25% on 214; and 46% vs. 26% on 216. The LAT survey Oct. 17-21, shows 26% undecided on both. 29% would vote NO on both, while 24% would vote YES on both. **Prediction:** there are still large numbers of undecided voters on both measures. Leaning toward rejection...

☒ **218** - This is Jarvis/Gann IV, a measure to require a local vote on all taxes. Both sides are on radio, but the NO side has won the newspaper editorial war. The current Field Poll shows Yes at 36%, No at 44%, with 20% undecided...

U.S. HOUSE CONTESTS

...The '94 election cycle was a disaster for Demos. The big question in '96 is whether they can recapture the House from Newt Gingrich & Co. In generic ballot surveys, a slight majority say they'll vote for Demo candidates over GOP candidates. Regardless, our sources think the Demos will fall short of recapturing the U.S. House. Why? Too many OPEN seats in the South (now held by Demos) will fall to GOPers. This will offset Demo gains in the East and West...

...Here in Calif., the current U.S. House lineup is 26-26. Of the 52 seats up in '96, 13 are in play. Here's our brief rundown & analysis...

...**1st CD** - Alioto(D) is pumping big, last minute bucks into her campaign. VP Al Gore visited the 1st CD for her, but it may not be enough. Sources think it's leaning toward Riggs(R)...**10th CD** - Baker(R) is in the fight of his life with Tauscher(D) and her deep pockets. Clinton is making an Oct. 31st house call to Oakland. Sources still rate the race a toss up...**22nd CD** - Seastrand is in trouble. That's the word from Demos &

GOPers alike. Clinton makes a Nov. 1st visit in the 22nd CD for Capps(D)...

...**42nd CD** - Brown(D) is in trouble against Wilde(R). His negative comment about *women & math* is being used against him. He's always managed to pull ahead at the end, but perhaps not this time...**46th CD** - Like Baker, Dornan(R) is in the fight of his life against Sanchez(D). If there's a high turnout in the 46th CD, Dornan could be toast --- but don't bet your first born...

...Even though GOPers Horn(38th CD) and Bilbray (49th CD) have very tough races, sources think they'll win. Ditto on the Demo side with Fazio(3rd CD), Harman(36th CD), Farr(17th CD) and Dooley(20th CD)...

...In the OPEN **27th CD**, our sources predict a narrow win by Assemblyman Majority Leader James Rogan(R) over Demo businessman Doug Kahn. In the OPEN **24th CD**, our sources still call this race a toss up between BOE Member Brad Sherman(D) and attorney Rich Sybert(R). But these last few weeks have not been good for Sybert, with the Colin Powell endorsement fiasco and 29th CD GOP U.S. House candidate Paul Stepanek's endorsement of Sherman. Clinton carried the 24th in '94 by 18-19 points and sources think he'll carry it again --- perhaps with coattails...

CALIF. LEGISLATIVE RACES

...**Calif. State Senate** - The current lineup is 22 Dems, 16 GOPers and 2 independents. For those **Calpeek** readers who save back issues, the situation remains about the same as we described it on Oct. 7th (issue #37). Of the 20 odd-numbered seats up, our sources see 8 *safe* GOP seats and 5 *safe* Demo seats, with 3 additional seats (Sher/11th SD, Johnston/5th SD and Alpert/39th SD) leaning Demo. Some GOP sources might argue about Alpert in the 39th, given all the GOP money which is being poured in, but our sources think she takes the 39th SD...

...There's no dispute about the remaining 4 seats: **7th SD** [Rainey(R) vs. Smith(D)]; **15th SD** [Areias(D) vs. McPherson(R)]; **21st SD** [Boland(R) vs. Schiff(D)]; and **27th SD** [Karnette(D) vs. Hawkins(R)] -- all these contests are viewed as toss ups. The 7th & 15th are currently held by Demos, while the 21st & 27th are held by Republicans...

...**Calif. State Assembly** - Few insiders really know who will control the Assembly on Nov. 6th. The situation is very unstable. Sources think both sides have an equal shot. The current lineup is: 41 GOP, 36 Demos, 1 Reform and 2 vacancies. The 2 vacancies, plus RP seat of Dom Cortese will go Demo on Nov. 5th. So what you're looking at is a 41(R) vs. 39(D) lineup...

...Our sources count 27 *safe* GOP seats + 8 seats *leaning*. Demos have 31 *safe* seats + 6 *leaning*. Assuming the leans for both sides turn into safe, we're looking at 37 Demo vs. 35 GOP, with the remaining 8 seats in a toss up situation. Here are the *War Zone Seats*: the OPEN seats - 15th AD, 26th AD and 78th AD. The *Incumbents Under Siege* - Frusetta(R-28th AD), Hoge(R-44th AD), Bowen(D-53rd AD), Kuykendall (R-54th AD) and Kaloogian(R-74th AD)...

...The scenarios are endless: if all incumbents survive and Demos win 2 of 3 open seats, it's 40-40. If incumbents win and Demos take all 3 open seats it's 41-39. If all incumbents win and the GOP takes 2 of 3 open seats it's 41-39. And if all incumbents win except Kaloogian, you could have a 40-39-1 scenario, with either party making all sorts of promises to independent Fred Clayton. FYI: there's always a surprise or two in each cycle. Keep your eyes on the 10th AD where Matt Moretti(D) is taking on GOP Assemblyman Larry Bowler. A Stockton Record poll showed the race fairly close (Bowler 37 vs. Moretti 32), but Bowler has high negatives and PORAC is out to get him...

LOCAL CONTESTS

☒ **Board of Supervisor Races** - We'll give you a quick rundown on 3 counties. 1) S.F. - Our sources say the 6 winners in a crowded field will include these five(5): incumbents Bierman, Kaufman, Yaki & Katz, plus former hooker Margo St. James. Insiders think she'll finish in front of Yee, Medina, Marquez and Marks. 2) L.A. - Our sources rate Don Knabe a slight favorite over Gordana Swanson to replace retiring Sup. Deane Dana. 3) Orange Co. - It's a toss-up in both of the open contests: 1st District - Westminster Mayor Chuck Smith vs. Garden Grove Councilman Mark Leyes; and 3rd District - GOP Assemblyman Mickey Conroy vs. Dep. DA Todd Spitzer...

☒ **L.A. County DA's Race** - *O.J.'s Last Victim*

is the title of a article written by Lisa DePaul in the November issue of *George*. The article's main theme is that DA Gil Garcetti could end up being O.J. Simpson's final victim because of public outrage over the not guilty verdict from last year. The contest between Garcetti and Dep. DA John Lynch is a David & Goliath situation. Thus you can ask the question: can Lynch, with limited resources and a handful of slate cards and the L.A. Times endorsement defeat the mega-buck negative tv ad campaign of the incumbent? No polling is available to **Calpeek**, but our guess is that survey data probably shows Garcetti in trouble. Why else would he be so negative? Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- Longtime Sacto PR/PA/political consultant Bobbie Metzger is leaving Stoorza, Ziegaus, Metzger & Hunt on Nov. 6th to become Exec. Dir. of Strategic Communications for the CSU system. She'll be based in Sacto. Taking over the Sacto office will be Dennis Hunt...

- S.F. based Solem & Associates adds 4 staffers. They are: Meagan Levitan as an AE; Joyce Newstat as campaign mgr. for NO on Prop. E; Christopher Crotty as a campaign mgr. (Crotty still owns his campaign consulting firm in San Diego); and Karena Black as an asst. AE...

- Eric A. Daniels has been named executive director and legislative advocate for the CA Financial Services Assn...

- Robert Tribe has been named executive director of the FPPC and will be in charge of daily operations...

ELECTION POST-MORTEM 1996 SET FOR NOV. 16TH.

The CA Center for Education in Public Affairs will host an election post-mortem panel discussion from 8:30 a.m. to 12:30 p.m., Nov. 16 at Loyola Marymount Univ. in L.A. Among the many panelists are campaign consultants Don Dornan(R) & Joe Cerrell(D), Rick Orlov of the Daily News, Bill Rosendahl of Century Cable and **Calpeek** Publisher Dick Rosengarten. For info ☎ Dr. Stan Moore at Pepperdine University (310)456-4372...

L.A. MAYOR RIORDAN TO ADDRESS LINCOLN CLUB.

L.A. Mayor Richard Riordan will address members of the Downtown L.A. Lincoln Club, 11:30 a.m., Nov. 12, Hotel InterContinental. For info/RSVPs ☎ Sheila McNichols (818)969-1304...

STATE CONTROLLER CONNELL TO SPEAK NOV. 14.

Demo State Controller Kathleen Connell will speak to the Commonwealth Club of CA, 6:30 p.m., Nov. 14 at the Santa Clara Marriott Hotel. For info/RSVPs ☎ (415)597-6705...

SOME INFO YOU NEED TO KNOW ABOUT CALPEEK.

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CALPEEK'S ELECTORAL COLLEGE SCOREBOARD

Editor's note: It takes 270 electoral college votes to be elected President of the U.S. There are 538 EC votes. These projections are based upon polling data on a State-by-State basis...

Clinton: AZ(8), AR(6), CA(54), CO(8), CT(8), DE(3), DC(3), HI(4), IL(22), IA(7), ME(4), MD(10), MA(12), MI(18), MN(10), MO(11), NH(4), NJ(15), NM(5), NY(33), OH(21), OR(7), PA(23), RI(4), TN(11), VT(3), WA(11), WV(5) and WI(11). 29 States w/341 EC votes...

Lean Clinton: FL(25), GA(13), LA(9) and MT(3). 4 States w/50 EC votes...

Dole: AK(3), ID(4), IN(12), KS(6), MS(7), NE(5), NC(14), ND(3), SC(8), SD(3), TX(32), UT(5) and WY(3). 13 States w/105 EC votes...

Lean Dole: AL(9) and OK(8). 2 States w/17 EC votes...

Up For Grabs: KY(8), NV(4) and VA(13). 3 States w/25 EC votes...